

SERFF Tracking Number: ALSB-128346060 State: Arkansas
Filing Company: Allstate Insurance Company State Tracking Number:
Company Tracking Number: PLT 05/2012
TOI: L04I Individual Life - Term Sub-TOI: L04I.213 Specified Age or Duration -
Fixed/Indeterminate Premium - Single Life
Product Name: PLT - 05/2012
Project Name/Number: PLT - 05/2012/PLT - 05/2012

Filing at a Glance

Company: Allstate Insurance Company

Product Name: PLT - 05/2012

TOI: L04I Individual Life - Term

Sub-TOI: L04I.213 Specified Age or Duration -
Fixed/Indeterminate Premium - Single Life

Filing Type: Form

SERFF Tr Num: ALSB-128346060 State: Arkansas

SERFF Status: Closed-Withdrawn State Tr Num:

Co Tr Num: PLT 05/2012

State Status: Withdrawn

Author: Jacklin Lynch

Date Submitted: 05/10/2012

Reviewer(s): Linda Bird

Disposition Date: 05/15/2012

Disposition Status: Withdrawn

Implementation Date:

Implementation Date Requested: 06/14/2012

State Filing Description:

General Information

Project Name: PLT - 05/2012

Project Number: PLT - 05/2012

Requested Filing Mode: Informational

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 05/15/2012

State Status Changed: 05/15/2012

Created By: Jacklin Lynch

Corresponding Filing Tracking Number: ALSB-
128346059

Deemer Date:

Submitted By: Jacklin Lynch

Filing Description:

Allstate Life Insurance Company

Informational Filing

Term Life – Post Level Term Rate Algorithm

See attached forms list

To Whom It May Concern:

This filing is being submitted on an information basis for Allstate Life Insurance Company. Attached to Supporting Documents is a list of previously approved Term Life Insurance to Age 95 policies subject to this filing. We ask that you

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review this filing simultaneously with SERFF Tracking #ALSB-128346059, because that filing is the same filing as this one, except that it is being made for our subsidiary company, Lincoln Benefit Life Company.

Allstate Life Insurance Company's term life insurance policies subject to this filing contain a 10-year or 15-year guaranteed level premium period followed by annually increasing premiums as calculated from the Table of Guaranteed Premiums included in the policy. The policies are silent with respect to Allstate Life Insurance Company setting lower "current premiums".

In an effort to increase the retention rate for this business, Allstate Life Insurance Company, developed a post level term premium rate algorithm, as described below, to blend the premium increases that occur at the end of the level premium period over a 7-year period. This 7-year period will be lower than or equal to the premium increases stated in the Table of Guaranteed Premiums of the policy. Thus, premium increases will step up gradually instead of the entire increase being implemented in the first year following the guaranteed level premium period.

Post Level Term Premium Rate Algorithm -- A 7-year linear grading between the existing 10-Year or 15-Year Level Premium Rate and the Revised Ultimate Premium Rates.

The Revised Ultimate Premium Rates are between 40% and 100% of the Old Ultimate Premium Rates. For each of the 6 premiums impacted over the course of the grading period (since the 7th premium is equal to the revised ultimate rate for that attained age), the premium rates will be capped at the Old Ultimate Premium Rates that would have been charged prior to the implementation of this change.

The plan is to implement the above algorithm during the third quarter of 2012 and apply it to policies that have not yet entered the post-guaranteed level premium period at the time of implementation. The algorithm will be reviewed on an annual basis and may be modified depending on the experience. However, the rates will never be more than the guaranteed rates as described in the policy. See attached to Supporting Documents an example of the effect of the algorithm on an existing term life policy.

We appreciate your review of this filing. If you have questions or find that you need any additional information, please feel free to contact me.

Jacklin Lynch
Senior Product and Financial Analyst
jsarh@allstate.com
(847) 402-4793 [Phone]
(847) 326-5224 [FAX]

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State Narrative:

Company and Contact

Filing Contact Information

Jacklin Lynch, Sr. Product & Financial Analyst jsarh@allstate.com
 3100 Sanders Rd, Suite M2A 847-402-4793 [Phone]
 Northbrook, IL 60062 847-326-5224 [FAX]

Filing Company Information

Allstate Insurance Company CoCode: 19232 State of Domicile: Illinois
 2775 Sanders Rd Group Code: Company Type:
 Northbrook, IL 60062 Group Name: State ID Number:
 (847) 402-5000 ext. [Phone] FEIN Number: 36-0719665

Filing Fees

Fee Required? No
 Retaliatory? No
 Fee Explanation:
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Allstate Insurance Company	\$0.00	05/10/2012	

SERFF Tracking Number: ALSB-128346060

State: Arkansas

Filing Company: Allstate Insurance Company

State Tracking Number:

Company Tracking Number: PLT 05/2012

TOI: L041 Individual Life - Term

Sub-TOI: L041.213 Specified Age or Duration -

Fixed/Indeterminate Premium - Single Life

Product Name: PLT - 05/2012

Project Name/Number: PLT - 05/2012/PLT - 05/2012

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Withdrawn	Linda Bird	05/15/2012	05/15/2012
Accepted For Informational Purposes	Linda Bird	05/14/2012	05/14/2012

Filing Notes

Subject	Note Type	Created By	Created On	Date Submitted
Request to Re-open	Note To Filer	Linda Bird	05/15/2012	05/15/2012
Request to Re-open	Note To Reviewer	Jacklin Lynch	05/15/2012	05/15/2012

SERFF Tracking Number: *ALSB-128346060* *State:* *Arkansas*
Filing Company: *Allstate Insurance Company* *State Tracking Number:*
Company Tracking Number: *PLT 05/2012*
TOI: *L04I Individual Life - Term* *Sub-TOI:* *L04I.213 Specified Age or Duration -*
Product Name: *PLT - 05/2012* *Fixed/Indeterminate Premium - Single Life*
Project Name/Number: *PLT - 05/2012/PLT - 05/2012*

Disposition

Disposition Date: 05/15/2012

Implementation Date:

Status: Withdrawn

Comment: Company requested filing to be withdrawn and resubmission will be filed in correct company name.

Rate data does NOT apply to filing.

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 Project Name/Number: PLT - 05/2012/PLT - 05/2012

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification	No	No
Supporting Document	Application	No	No
Supporting Document	Life & Annuity - Actuarial Memo	No	No
Supporting Document	List of Impacted Policy Forms and Approval Dates	Yes	Yes
Supporting Document	Effect of the algorithm on an existing term life policy	Yes	Yes

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Disposition

Disposition Date: 05/14/2012

Implementation Date:

Status: Accepted For Informational Purposes

Comment:

Rate data does NOT apply to filing.

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Note To Filer

Created By:

Linda Bird on 05/15/2012 10:00 AM

Last Edited By:

Linda Bird

Submitted On:

05/15/2012 10:00 AM

Subject:

Request to Re-open

Comments:

Filing has been re-opened and withdrawn as requested.

SERFF Tracking Number: *ALSB-128346060* *State:* *Arkansas*
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Note To Reviewer

Created By:

Jacklin Lynch on 05/15/2012 09:28 AM

Last Edited By:

Jacklin Lynch

Submitted On:

05/15/2012 09:28 AM

Subject:

Request to Re-open

Comments:

This filing was submitted for the wrong company. We would like to request to have the filing re-opened, so we can have it withdrawn and resubmit the filing under the correct company name.

Sorry for any inconvenience this may have caused.

Thank you,

Jacklin Lynch

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Supporting Document Schedules

Item Status: **Status Date:**

Bypassed - Item: Flesch Certification
Bypass Reason: N/A for an informational filing
Comments:

Item Status: **Status Date:**

Bypassed - Item: Application
Bypass Reason: N/A for an informational filing
Comments:

Item Status: **Status Date:**

Bypassed - Item: Life & Annuity - Acturial Memo
Bypass Reason: N/A for an informational filing
Comments:

Item Status: **Status Date:**

Satisfied - Item: List of Impacted Policy Forms and Approval Dates
Comments:
Attachment:
AR_ALIC Previously Approved List.pdf

Item Status: **Status Date:**

Satisfied - Item: Effect of the algorithm on an existing term life policy
Comments:

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Attachment:

PLT Numerical Example.pdf

Below is a list of the Term policies that this filing applies to:

Allstate Life Insurance Company

<u>Term Policy Form #</u>	<u>Approval Date</u>
• LU4316	8/31/1998
• LU4317	8/31/1998
• LU4316	1/21/2000
• LU4317	1/21/2000

Example of Post Level Term Premium Rate Algorithm
 Premiums per \$1,000 of Term Life Insurance
 The numerical values shown below are for illustrative purposes only.

Issue Age 45

Attained Age	Duration	Original Rate	Modified Rates
45	1	0.70	0.70
46	2	0.70	0.70
47	3	0.70	0.70
48	4	0.70	0.70
49	5	0.70	0.70
50	6	0.70	0.70
51	7	0.70	0.70
52	8	0.70	0.70
53	9	0.70	0.70
54	10	0.70	0.70
55	11	15.48	2.57
56	12	17.01	4.44
57	13	18.93	6.31
58	14	21.07	8.19
59	15	23.46	10.06
60	16	25.87	11.93
61	17	29.05	<u>13.80</u>
62	18	31.86	15.46
63	19	34.90	17.34
64	20	38.22	19.30
65	21	41.90	21.38
66	22	46.06	23.48
67	23	50.69	25.62
68	24	55.78	27.94
69	25	61.28	30.32
70	26	68.33	33.20
71	27	76.19	36.44
72	28	84.95	40.68
73	29	94.71	45.14
74	30	105.62	49.84
75	31	117.75	54.98
76	32	131.29	61.96
77	33	146.40	70.12
78	34	162.50	79.72
79	35	180.38	90.96
80	36	200.84	103.52

Original Level Period Guaranteed Rate

Original Ultimate Guaranteed Rates

Modified Ultimate Rate during the Seven Year Smooth

Modified Ultimate Rate